



THE RISING TIDE OF CYBER THREATS



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GROWTH OF CYBER THREATS

- Stat 1: "Cyberattacks have increased by over 300% since the start of the COVID-19 pandemic." (Source: Cybersecurity & Infrastructure Security Agency)
- Stat 2: "Ransomware attacks are expected to cost businesses \$20 billion globally in 2021, up from \$11.5 billion in 2019." (Source: Cybersecurity Ventures)

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TYPES OF CYBER THREATS

- Threat 1: Phishing Attacks - "88% of organizations worldwide experienced spear-phishing attempts in 2020." (Source: Proofpoint)
- Threat 2: Ransomware - "A ransomware attack occurs every 11 seconds in 2021." (Source: Cybersecurity Ventures)
- Threat 3: Data Breaches - "An estimated 36 billion records were exposed in data breaches in 2020." (Source: RiskBased Security)



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IMPACT ON BUSINESSES

- Fact 1: "60% of small companies go out of business within six months of a cyberattack." (Source: National Cyber Security Alliance)
- Fact 2: "The average cost of a data breach for businesses is \$3.86 million." (Source: IBM)

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IMPORTANCE OF NETWORK SECURITY

- Point 1: Protects Sensitive Data - "Prevents unauthorized access to critical information."
- Point 2: Ensures Business Continuity - "Reduces the risk of disruptions due to cyber incidents."
- Point 3: Builds Customer Trust - "Customers are more likely to trust businesses with strong cybersecurity measures."



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PROACTIVE STEPS

- Step 1: Regular Software Updates - "Keep all software and systems up to date to patch vulnerabilities."
- Step 2: Employee Training - "Educate staff on recognizing and responding to cyber threats."
- Step 3: Implement Strong Policies - "Enforce robust security policies and practices."